**Promotion of tourism through 'Incredible India' campaign**

†2389. SHRI JANESHWAR MISHRA: Will the Minister of TOURISM be pleased to state:

(a) the total amount incurred by Government on the vigorous drive *i.e.* 'Incredible India' launched in the media and press these days;

(b) the head-wise details of amount incurred out of this amount on the domestic as well as foreign communication mediums;

(c) the details of amount incurred earlier on the similar publicity campaign of 'Atithi devo bhava', by Government;

(d) the reasons for changing priorities on tourism by Government; and

(e) the details of achievements made in promoting tourism through such vigorous publicity campaigns?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) A sum of Rs. 69.19 crore has already been incurred during the current financial year in respect of Incredible India centrialized media campaigns both in the domestic and overseas markets.

(b) A sum of Rs. 15.70 crore and Rs. 53.49 crore have been incurred towards campaigns in the domestic and overseas markets respectively.

(c) A total of Rs. 18.00 crore had been incurred on Atithi Devo Bhavah Publicity campaign undertaken in two phases in 2004-05 and 2005-06.

(d) While priorities have not changed, the Government is putting greater emphasis on development of infrastructure at important tourist destinations/circuits and to promote and publicize various tourism products of India within the country and abroad.

(e) There has been an increase of 45% during the last two years, in foreign tourist arrival to the country and the foreign exchange earnings during the same period have also increased by 62.2% in US dollar terms.

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†Original notice of the question was received in Hindi.